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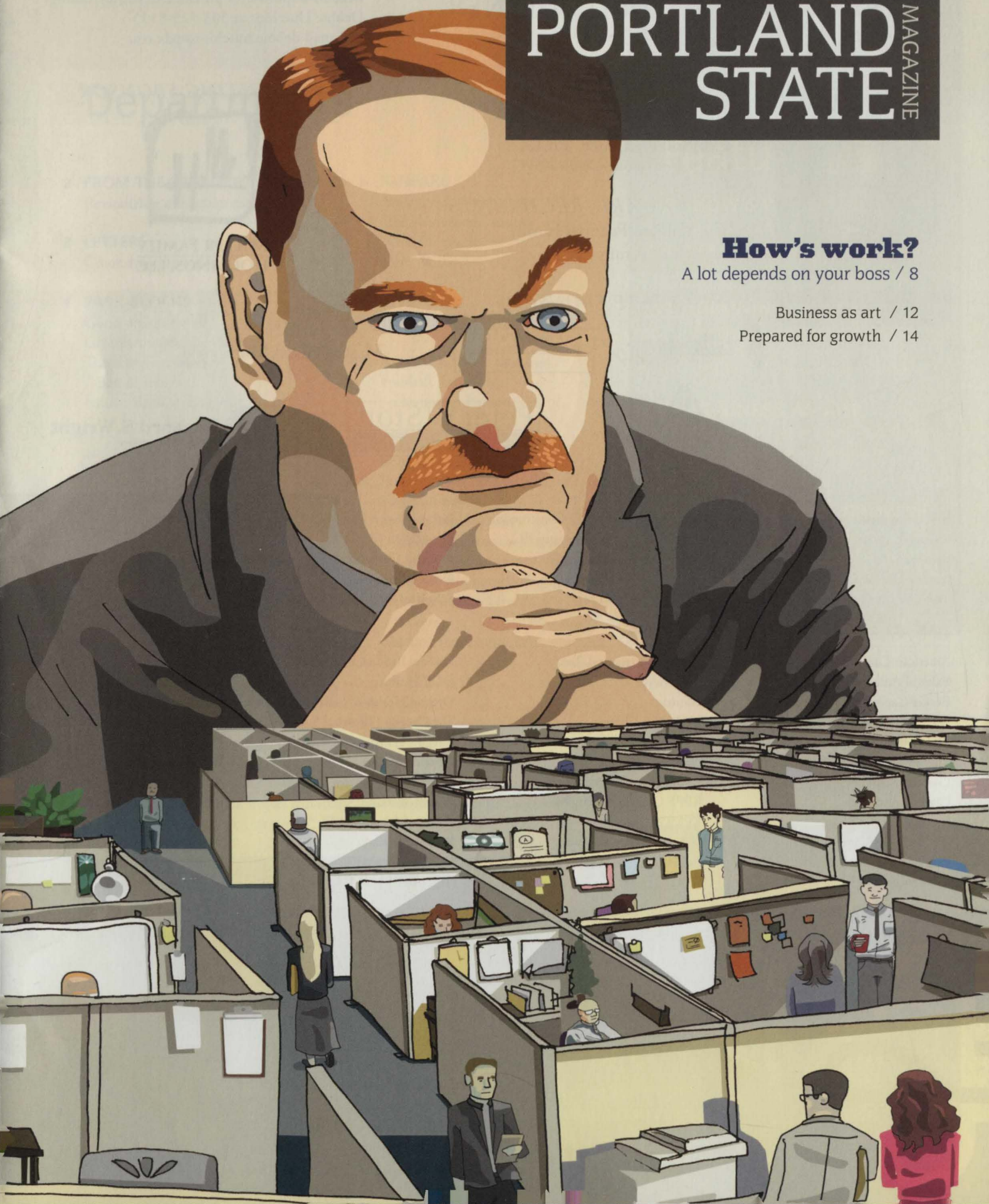
PORTLAND STATE MAGAZINE

How's work?

A lot depends on your boss / 8

Business as art / 12

Prepared for growth / 14



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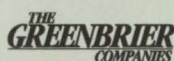
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Celebrating 21 years

PSU WEEKEND

OCTOBER 21-23, 2011

FRIDAY: Keynote Address with Sara Gruen, author of *Water for Elephants*

SATURDAY: Free Seminars & Science Building Celebration

SUNDAY: Fine & Performing Arts Celebration in Lincoln Hall

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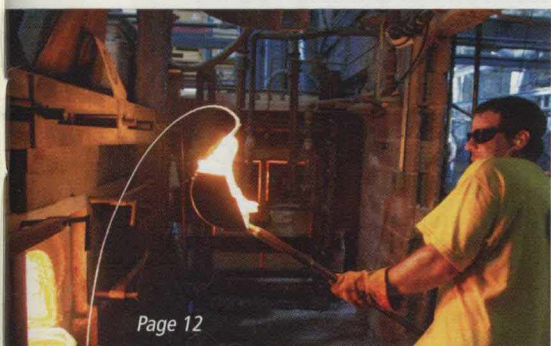
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President Wim Wiewel charges up an all-electric Tesla at the opening of the University's new Electric Avenue.

Revitalizing our urban campus

THIS FALL marks another year of vibrant growth and development at Portland State University.

Over the summer, we opened Electric Avenue, a block of parking on campus dedicated to charging stations for electric and hybrid cars as well as electric bicycles. This is a collaborative research project with Portland General Electric and the city of Portland and the first of its kind in Oregon. Car and bike owners pay to park, but the battery charging—from a variety of test stations—is free, thanks to renewable energy from PGE.

Casa Latina, a new academic and cultural support center for Latino students, is up and running in Smith Memorial Student Union. In addition to computers and study areas, the center features striking murals created by students from PSU and local high schools. A new Ben & Jerry's ice cream shop opened in the Urban Center Plaza, which is giving job training to at-risk youth through an inspired partnership between Portland State and New Avenues for Youth.

In October, we unveil the Science Research and Teaching Center, a huge modernization project for Science Building 2 and a vital link in the chain of science education, advanced research, and workforce development for health care, manufacturing, biotech, and high-tech businesses.

We also are opening a new entrance and lobby for Lincoln Hall that faces Southwest

Broadway. The historic building houses our theater, music, film, and dance classrooms and performance spaces. Solar panels being installed on the roof of Lincoln Hall will make it PSU's first LEED Platinum building—status that was earned, in part, as a result of philanthropic support.

Also this fall, we extend our campus eastward by breaking ground on the Collaborative Life Sciences Building, a joint \$110 million project with Oregon Health & Science University and Oregon State University along the South Waterfront. An architectural rendering of the building is included in this issue along with our College Station residence hall, which is quickly going up on the south end of campus. The feature "Prepared for Growth" visually lays out recent projects and proposed plans for the next two decades as Portland State expands to serve the growing number of students who make us Oregon's largest and most diverse university.

I invite you to come to campus and see these many changes for yourself. The most frequent comment I hear from visitors is: "I've never seen the campus look this good!"

Wim Wiewel

Wim Wiewel
PRESIDENT, PORTLAND STATE UNIVERSITY

Portland State Magazine wants to hear from you. E-mail your comments to psumag@pdx.edu or send them to Portland State Magazine, Office of University Communications, PO Box 751, Portland OR 97207-0751. We reserve the right to edit for space and clarity.

Letters

EDITOR'S NOTE: The debate continues on "Color Matters," the cover article from the Fall 2010 magazine, and letters from the Winter 2011 issue. All are available online at pdx.edu/magazine.

Racism in our community

I was very impressed with the article "Color Matters" that was published in the Fall 2010 issue of your magazine. I strongly agreed with the author's suggestion that a "progressive" community like Portland can overlook subtle expressions of bias and, more importantly, the reality of institutionalized racism. As impressed as I was with the article, I was equally shocked by the subsequent response from some of your readers in the Winter 2011 issue.

One reader stated in his letter that Portland is "not a racist city" and that the "real reason" for economic disparity in Portland is education. He went on to cite the original author, stating that "one-third of the country's people of color have not graduated from high school vs. 7 percent of



whites" and asserted that "This is the root cause of poverty, not racism." I have to say, I was truly astonished to read this sentence! I would be interested to know what exactly this reader believes has created such an education gap between people of color and whites. His assertion carries the attribution that people of color simply choose not to be educated. It ignores the more complex truth that a deep and prolonged history of racism in every community has created barriers, both internal and external, that prevent people of color from accessing and

experiencing education in the same way as whites. It's like taking a helicopter to the top of a mountain and criticizing people who have been climbing from the bottom for not racing with you to the summit!

Brendon Bassett '01

Firsthand experience

I wanted to let you know that I agree whole-heartedly with the article, "Color Matters," (Fall 2010) and we should never forget that it continues to matter. I attended Monroe and Franklin high schools, PSU (1976-79), and University of Portland, and my educational experiences left a lot to be desired, although I had both good and bad teachers, black and white and other. In addition, the job opportunities and pay available to me in Portland were starkly different than my white counterparts, who were no smarter, better educated, or equipped to do the job. It was so bad that I eventually left the city.

Let's face it, racism is striking and disturbing. Further, any coalition set up to deal with it had better be truly diverse with meaningful citizens who will accomplish the goals set out versus paying lip-service for another 25 years. I am always willing to help.

Cornelia Hicks
Stone Mountain, Georgia

Color does matter

In regards to Tom H. Stanley's letter (Winter 2011), we can always find exceptions, but color does matter; so does gender, so does attractiveness, so does money, so do political and social connections, so does culture, so does religion, etc. It would be wonderful if we were not so naturally biased, but as humans, we are. It is overly simplistic and dishonest

to say that I do not see differences. But it is up to us to transcend those prejudices and biases. We can do this through hard work, education and personal sacrifice, no matter our color, our gender or our social or economic status. We should not be so dismissive of other people's struggle (and sometimes failure) to fit in nor should we say it cannot be done.

Priscilla Rushanaedy

Continental divide

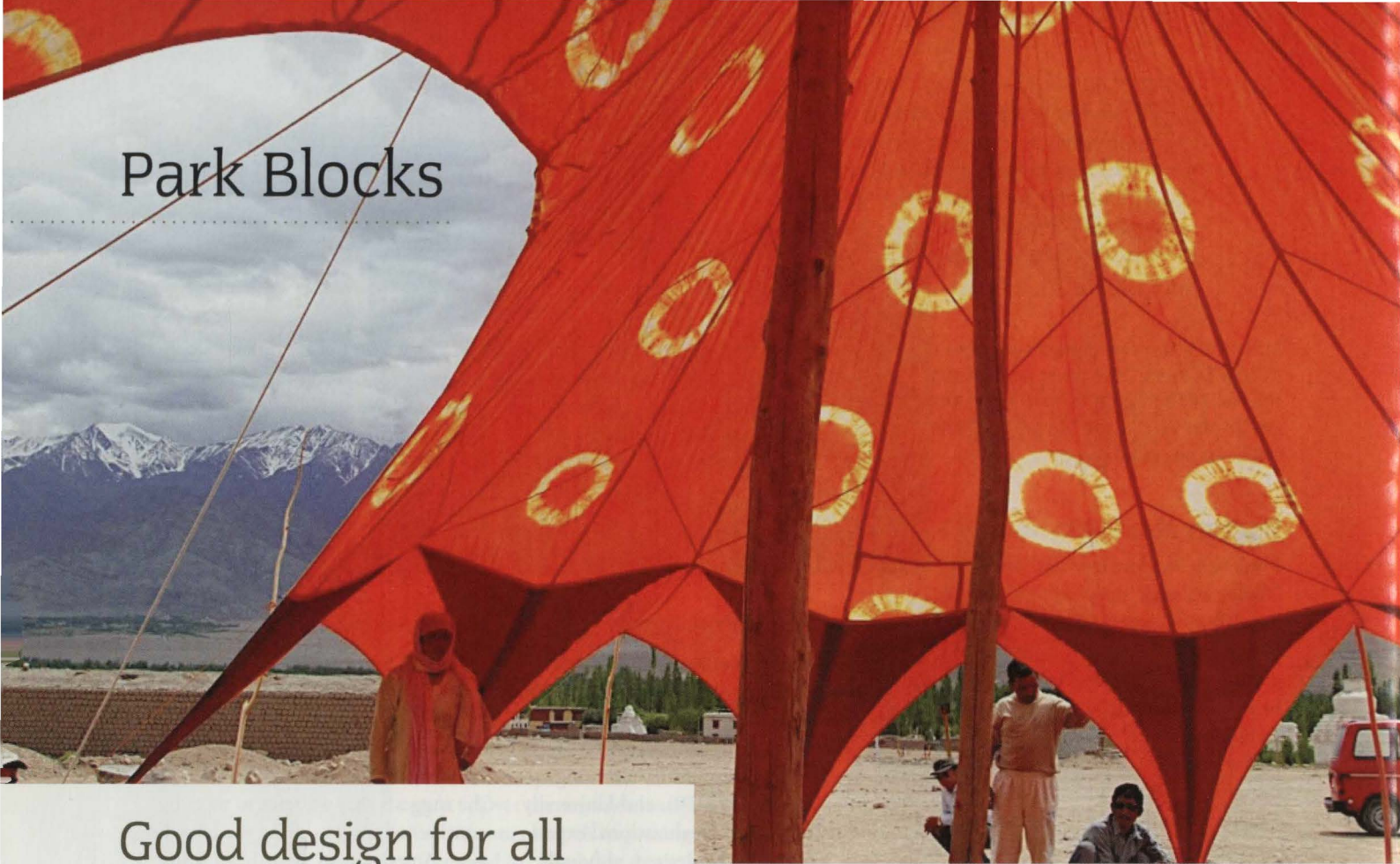
The problem with Joyce Brustand Gordon's letter (Winter 2011) is when she suggests that we refer to races by continental origin. Using the label European Americans to identify all white people is bogus, because all European Americans are not white. Time and immigration have changed the racial complexion of the continents tremendously over the last century. Babies of all colors have been birthed in Europe for a long time. When her children are her age, will using continental origins to identify races be appropriate at all? Not likely.

The real irony of her letter comes in the section following her signature: "First-generation Swedish Norwegian and mother of three Asian Americans." If one were using continental origin as the criteria, wouldn't her children really be European/Asian Americans?

I understand her argument about consistency in labeling, but in making it she offended the very rule she is rallying against. And that's the problem with labels. It will continue to be until the day we stop identifying each other by criteria unimportant to the context of the conversation. In the meantime, we should strive to stop using racial labels in everyday speech unless it is purely necessary.

Dee Wilke '90

Park Blocks



Good design for all

MOST NEW ARCHITECTURE designs—from mansions to museums—are for society's wealthiest five percent. But as architecture professor Sergio Palleroni explains, that approach defaults on civic obligation and ignores some of society's most interesting challenges. He looks for ways to include PSU architecture students in public interest projects, building "million-dollar ideas with \$100 in parts from Home Depot."

The irony is that this selfless, public approach has brought Palleroni accolades from such people as Jane Goodall, Richard Gere, Prince Charles, and Richard Branson. Recently, the American Institute of Architects awarded Palleroni and three collaborators its 2011 Latrobe Prize. Their winning proposal,

selected from nearly 500, will look at how architects do and could play a role in public interest projects. It is the first Latrobe Prize winner to address an issue other than a technical architecture challenge.

Palleroni includes students from Portland State and other schools

on his public interest projects. They've built an outdoor solar kitchen for squatter communities in Mexico using focused sunlight rather than wood burning to cook the day's meals, accomplished with inexpensive and readily available materials.

In Tunisia, they built solar bakeries for a community with a 7,000-year history of bread baking. And in Ladakh, India, they constructed an off-the-grid school with internationally renowned architectural engineering firm ARUP Associates, at the request of the Dalai Lama.

Closer to home, Palleroni's students worked with Habitat for Humanity to design a community center for families permanently displaced from New Orleans by Hurricane Katrina. In Austin, Texas, they built affordable and energy efficient "Alley Flats" for low-income families. And for schools in Oregon and elsewhere, they have come up with a new design for modular, portable classrooms.

When Palleroni joined the PSU Department of Architecture in 2008, it had long offered a bachelor's degree program. This past June, he saw the first group of students graduate from Architecture's new master's program. Some of their projects, including orphanages and classrooms in Haiti, will keep current students busy for years to come.



Architecture professor Sergio Palleroni takes students around the world to design and build public projects. In Ladakh, India, (above) students worked with local pupils and Buddhist nuns stitching together military parachutes for a pavilion that symbolizes peace and unity amidst the chaos of war.

Green wineries uncorked

FOR GENERATIONS, the only thing that mattered when it came to wine was taste.

Not anymore, according to Northwest wineries, leaders in sustainable practices. Today, connoisseurs want to know how the grapes are grown, whether wineries treat the land respectfully, and how much waste the industry produces.

To that end, business professor Mellie Pullman and her students conducted interviews of 25 Oregon and Washington wineries about their eco-friendly practices and why they're important. They found wineries that limit pesticide and herbicide use, make use of bio-fuel in their equipment, and distribute wine in 2.5-gallon reusable mini kegs rather than individual bottles. Their study results were

published in the *Journal of Wine Research*.

"There's definitely an Oregon ethos in terms of believing in the natural world and trying to enhance the production of grapes," Pullman says.

She found that taking care of the land is intricately linked to producing excellent wine. Oregon winery Sokol Blosser, for example, uses cover crops rather than herbicides to control weeds, and those cover crops provides nutrients when worked back into the soil. Sokol Blosser was also the first winery in the country to earn prestigious LEED (Leadership in Energy and Environmental Design) certification for a building on its property.

Other Oregon wineries are pushing to reduce waste in packaging, such as



All aspects of the Northwest wine business—from grape growing to distribution—was the focus of a study conducted by business students under professor Mellie Pullman.

switching to screw caps and skipping the lead foil that wraps around bottle necks. While Pacific Northwest wineries produce 90 percent of U.S. wine not made in California, their relatively small size allows them to make sustainable changes, says Pullman.

The scoop on the new Ben & Jerry's

COME TO CAMPUS for a Ben & Jerry's Triple Caramel Chunk ice cream cone and know you are helping young people in Portland.

This summer New Avenues for Youth opened its second Ben & Jerry's Partner-Shop in the PSU Urban Center Plaza at Southwest Sixth and Mill. New Avenues uses the shops to give young people

work experience and entrepreneurial skills. The new shop's assistant manager, Charlyn Neal, was homeless when she first came to New Avenues. Today she is a 21-year-old mother with her own apartment.

New Avenues also expects the close proximity to Portland State to spark new educational ambitions for its ice cream scoopers. PSU's School of Social Work is helping by developing graduate internships and a work-study mentor program with New Avenues as well as scholarships for the young people it serves.

This summer, New Avenues for Youth opened a Ben & Jerry's scoop shop on campus in partnership with PSU and the School of Social Work.



Banner fund-raising year

Portland State experienced a 22 percent increase in philanthropic support, making the 2010-11 fiscal year the best ever in gifts received by the University. Private donors and organizations contributed more than \$15.7 million to PSU people, programs, and research.

"We are extremely grateful for this unprecedented level of giving, particularly during these tough economic times," says PSU President Wim Wiewel. "These donations directly support students and help PSU keep the cost of a quality education within reach of Oregonians." ■

Fanfare



Beach Fever by alumnus and Portland artist Ralph Pugay.

Art intersects with angst

AS A STUDENT, Ralph Pugay won a prestigious art award that continues to raise his profile nationwide. His work, which spans sculpture, painting, and performance art, often focuses on the tense intersection of anxiety and catastrophe and combines ideas in paradoxical ways.

Pugay '07, MFA '10 says he doesn't worry about how concretely an audience can parse out his themes as much as he hopes to push viewers' comfort level.



This performance art piece by Ralph Pugay received the International Sculpture Center's 2010 Outstanding Student Achievement in Contemporary Sculpture Award.

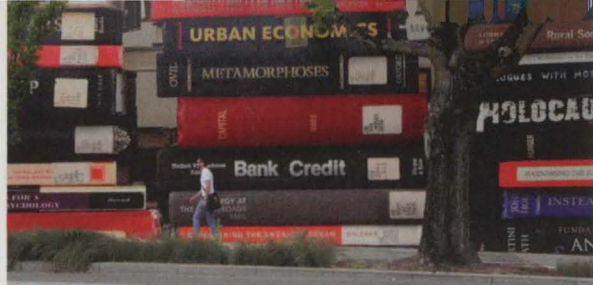
"For the audience, I hope it becomes more of an experience of looking at something and appreciating it for what it is versus something you have to try to figure out," he says. "That's an important exercise, too. It's important to simply acknowledge alienation in a world so filled with uncertainty."

His 2010 award from the International Sculpture Center was for a piece that juxtaposes seemingly opposite ideas of physical therapy, reality TV game shows, and an obstacle course. Since graduation, Pugay has been working to connect with galleries and artists outside of Portland. His work has shown in Portland and New York galleries, and his winning sculpture is part of an International Sculpture Center traveling exhibit of student winners' work around the country.

While he isn't yet making a living solely on his art, Pugay, a native of the Philippines, is enjoying exploring the world through his work.

"I would not recommend art as a means to make a living," he says with a laugh. "It's fun to do. It keeps me off the streets."

WE WANT TO HEAR about your books and recordings and your future exhibits, performances, and directing ventures. Contact the magazine by emailing psumag@pdx.edu, or mailing Portland State Magazine, Office of University Communications, PO Box 751, Portland OR 97207-0751.



THE KNOWLEDGE, an award-winning mural created by art professor Harrell Fletcher with assistance from Avalon Kalin, looms large at Southwest Fifth Avenue between Hall and College streets. A poll of faculty, staff, and students determined which PSU Library books were used.

What do you know?

Which London-born Oregon coach led his teams to 13 conference titles, 20 NCAA tournament berths, and 7 NCAA Final Four appearances? (Hint: it's not a PSU coach.) Which popular Oregon destination was once a social welfare project designed to help the poor become self-sufficient through farming?

Stumped? (See answers below.) The online Oregon Encyclopedia of Culture and History can help. Factoids like this are part of what make living in Oregon so interesting, but like all history, they can be easy to lose amidst the shuffle of papers and daily life.

The encyclopedia was launched three years ago as part of the ramp-up for the state's 150th birthday. Founded as a partnership linking Portland State, the Oregon Council of Teachers of English, and the Oregon Historical Society, the encyclopedia is a rich and growing trove of state history and culture.

So far, more than 400 authors have written more than 850 online entries, and the site builders are willing to accommodate up to 5,000 entries, says Executive Director Bill Lang, a history professor at PSU. Topics range from art and architecture to literature, performing arts, and music.

"Our ambition is to cover everything about Oregon's history and culture, so in a sense we have no upper limit for the encyclopedia," Lang says.

Editors pick entry topics and select authors based on suggestions from a 26-member editorial advisory board and from the general public. With their help, the site continues to grow each week.

As a reliable and easy-to-use source, the encyclopedia is particularly popular with teachers and students, says Lang.

Answers: Clive Charles, beloved head coach at University of Portland; McMenemy's Edgefield in Troutdale. For more Oregon trivia, check out www.oregonencyclopedia.org. ■

New Works

CREATING PORTLAND STATE: 1946-1955

Edited by Steve Brannan '57 (education faculty) and Doug Swanson, Portland State University, 2011

YOU DON'T LOVE THIS MAN: A NOVEL (P.S.)

By Dan DeWeese MA '03 (English instructor), Harper Perennial, 2011

REMEMBERING THE POWER OF WORDS: THE LIFE OF AN OREGON ACTIVIST, LEGISLATOR, AND COMMUNITY LEADER

By Avel Louise Gordly '74 (black studies adjunct faculty) with Patricia A. Schechter (history faculty), Oregon State University Press, 2011

NEW PERSPECTIVES ON TECHNICAL EDITING

By Avon Murphy '65, Baywood Publishing, 2010

TREATIES AND TREACHERY: THE NORTHWEST INDIANS' RESISTANCE TO CONQUEST

By Kurt R. Nelson '77, Caxton Press, 2011

COFFEE-PHILOSOPHY FOR EVERYONE: GROUNDS FOR DEBATE

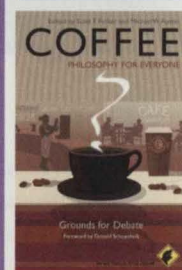
Edited by Scott F. Parker MS '09 and others, Wiley-Blackwell, 2011

CASTING REVEALED: A GUIDE FOR FILM DIRECTORS

By Hester Schell '84, Michael Wiese Productions, 2011

20 DATES IN 20 WEEKENDS: A CRAIGSLIST SOCIAL EXPERIMENT

By Sara E. Young '94, Amazon ebooks (two volumes), 2011





How's work?

It depends. If your boss made you feel welcome, proved to be supportive and fair, and gave you responsibility, your answer is probably a thumbs up.

WRITTEN BY **SHELBY OPPEL WOOD**.....ILLUSTRATIONS BY **DAN SELLECK**

WELCOME TO the fictional Supermarket from Hell:

At the deli counter, an employee struggles to keep up with a rush of customers. Her co-worker called in sick because she couldn't find a babysitter. The deli supervisor changes the schedule with little notice, so working parents are constantly scrambling to find childcare—and often don't.

In produce, it's a stock boy's first day. After a brief orientation, he's left on his own and can only shrug when a customer needs help finding the corn. None of his new co-workers bother to say hello.

In the head office, a stressed-out manager scans the web for job openings. With his skills and experience, he should be running a much bigger store. He could run this one better, too—if his bosses would let him make more decisions.

The Supermarket from Hell, or any real-world workplace with similar woes, doesn't have to be this way. Researchers at Portland State can prove it. In Psychology and Busi-

ness, professors are examining the impact of workplace relationships and developing measures to strengthen them—drawing connections between bad bosses and sick employees, and between satisfied workers and a healthier bottom line.

A BASIC first step is for employers to understand that their employees have life challenges outside the workplace, and that unless they can take care of them, they're probably not going to do well at work. Flexibility is key.

Leslie Hammer, a professor of psychology, recalls a 23-year-old man typical of the low-wage employees whom she finds most compelling—those with the least control over their schedules and fewest resources for “picking up the slack” when work and family collide.

When Hammer interviewed him as part of her current research, the man was supporting his 13-year-old sister and their drug-addicted parents. He needed to talk with his sister each afternoon to make sure





she arrived home safely from school, but his grocery supervisor would not allow personal phone calls. The stress and anxiety he endured throughout his daily shift took a visible toll.

"He was sick, clearly depressed," says Hammer.

This man was part of the first national study to explicitly link conflicts between work and family demands to employee safety and the mental and physical health of workers and their families. It also identified specific ways that supervisors can support workers' efforts to manage those demands.

Hammer's study, sponsored by the National Institute of Child Health and Human Development and the National Institute for Occupational Safety and Health, has established at PSU the Center for Work-Family Stress, Safety and Health, a joint effort with Michigan

State University. Hammer is the center director.

After supermarket managers in her study completed a training program she developed, their employees perceived them to be more supportive of work-life issues and reported improvements in their overall health as measured by such factors as pain and psychological problems. Hammer is refining the training and measuring its impact on supervisors and employees in long-term care facilities and the telecommunications industry.

As for that young grocery worker, the better business decision would have been to let him take a daily call from his sister so that he could resolve his concerns and turn his full attention to his job, says Hammer. Especially at smaller companies without formal programs to help employees manage competing demands,

"the supervisor is the linchpin in terms of work-family support," Hammer adds.

"We're looking at ways to train managers to understand that being responsive and sensitive to work-family issues leads to lower stress," she says. "Higher levels of stress translate into higher absenteeism, higher turnover and lower production."

IF BEING SENSITIVE to an employee's personal challenges is one way to improve life at work, so is being fearless about hiring someone who may seem overqualified. The conventional wisdom about hiring overqualified workers is: Don't. They have bad attitudes and are more likely to quit. PSU faculty member Berrin Erdogan was skeptical of this premise—especially after she found scant research to back it up. So Erdogan, with Business Administration



faculty colleague Talya Bauer, tested the conventional wisdom in a chain of Turkish retail stores.

The results, which earned mention in *The New York Times*, provide companies new incentive to hire applicants they consider overqualified. If they are made to feel valued and given autonomy—“not treated like a cog in a machine”—overqualified workers will perform well and stick around, says Erdogan.

“They only left sooner if they were not empowered,” she says. The lesson: “Overqualified individuals should not be automatically disqualified.”

“People lead by the relationships they have with people,” explains Erdogan, an associate professor of management, who is interested in the day-to-day management of people and how those relationships affect employee well-being, customer service and organizational effectiveness.

Challenging “common sense” assumptions is the most fun part of her work, she says.

Her recent research, also with Bauer, focused on employees’ perception of justice. They found that it’s not critical for a supervisor to have similar relationships with all subordinates, a long-held management mantra. What’s important is that employees who aren’t part of a leader’s inner circle believe that the organization nonetheless will treat them fairly.

In another project, with Jeanne Enders, an assistant professor of management in the Business School, Erdogan showed that supervisors’ perceptions

of whether they are supported by their bosses “trickle down” to influence the work attitudes of those who report to that supervisor.

In the workplace, so much depends on a manager and employee “clicking,” says Erdogan, who with Bauer has co-authored two textbooks used in more than 100 universities worldwide. She is motivated to identify structural approaches companies can use to encourage positive day-to-day relationships between managers and employees—instead of simply hoping for that “click.”

ONE WAY to ensure that employees fit in is to give them a good start. Anybody who’s had a job remembers at least one bad First Day: the cubicle with no working telephone, the lonely lunch break, the boring safety video that served as “orientation.”

And yet, “the research definitely shows that those first few days really matter,” says Bauer, a professor of management in the School of Business Administration. She has published and consulted on the topic of how to acclimate new employees so that they quickly add value to an organization.

Bauer’s PSU students, most of whom hold down jobs while in school, don’t need to be persuaded that how co-workers treat a new hire, or whether employees perceive their bosses as fair, helps determine if a company succeeds or fails.

“That relationships at work matter makes total sense to them. I don’t have to convince them about justice at work

or group dynamics,” Bauer says. “They’re living them everyday.”

Bauer’s research agenda is as crowded as her office. Research in progress includes an examination of work as a calling; a look at how newcomers fare in apprentice trades in France; and helping a large high-tech company avoid squelching the creative impulses of new employees. In July, she headed to Google headquarters in Mountain View, Calif., for a three-month stint as the first non-engineering professor in the company’s visiting faculty program.

With her PSU colleagues, Bauer shares the belief that workplace relationships are too important to be left to chance. Employers who want to run effective organizations must take action to help create the relationships that keep employees happy, healthy, and satisfied. It can be as simple as making sure someone takes the newbie to lunch. Especially in retail and other entry-level jobs, “if someone has a bad first day, they don’t come back,” says Bauer.

But make a new employee feel accepted, confident, and clear about his or her role—in that order—and “all sorts of good outcomes follow.”

“I think people believe that relationships aren’t happening all the time—but they are,” Bauer says. “You might as well make it a positive thing.” ■

Shelby Oppel Wood, a freelance writer, contributed the story “Plugging into the Future” in the Winter 2011 Portland State Magazine.

Training on site

Companies and their busy employees gain new skills through the University's Professional Development Center.

PAUL SLYMAN, a former Portland Development Commission manager, was asked in 2007 to create a management office to oversee PDC's many investment projects—from small local businesses to Portland's South Waterfront.

"At the PDC," says Slyman, "we loved projects, but we didn't always manage them optimally."

Although employees took training offered by the state, something was amiss.

"It was 15 days of training—so they were out of the office for three weeks—and it often wasn't relevant to what they needed to learn," says Slyman. In addition, employees would skip classes to get work done.

When Slyman heard about Portland State's Professional Development Center, he decided to investigate.

Opened in 1982, the PSU center offers classes to working professionals seeking to enhance or add to their career skills. It also provides instruction for companies—from Nike to Netflix—on campus or on site.

Slyman, eager to see whether the center could provide the training PDC was urgently seeking, took the project management course himself.

"What I liked," says Slyman, "was that it was eight days, which was about the right length. It was much cheaper, so it saved a lot of money. And since it was in Portland, PDC employees didn't have to travel to Salem."

Still, Slyman wanted to make the course he took even more relevant to PDC staff. In a quick email, he asked the center if they could tailor the coursework to include actual PDC examples, among other changes, and to limit classes to PDC employees.

"They wrote back almost immediately and said, 'absolutely,'" says Slyman. The center also said "yes" to allowing PDC instructors to take the reins for a day or so to teach students PDC specifics such as how to use PDC forms and how to follow the PDC chain of approval.

Unexpectedly, the training helped develop a sense of camaraderie within teams and between departments, says Slyman, who now works at Metro as Parks and Environmental Services director.

To emphasize the importance of the training, Slyman made the classes mandatory for managers—

and even PDC's executive director, Patrick Quentin, signed on.

"I went through with my entire division—the Economic Development Division," says Quentin, "and it was a fantastic learning experience and teambuilding exercise."

IN A SENSE, the PSU Professional Development Center, which is self-supporting, is like a smorgasbord—offering "pick-and-choose classes" to meet the particular needs of an individual or organization.

In addition to project management, the center also offers classes in conflict resolution, business writing, human resource management, multimedia, organizational development, cross-cultural communication, and process improvement.

Jessica Berg chose to take classes at the center to enhance her skills when her career goal shifted.

Marketing was Berg's love in college, so she was happy to land a job in her field at prestigious Portland law firm Smith Freed & Eberhard. But the job changed when she was asked to take on some human resource responsibilities for the firm's 130 plus employees.

"I liked it," says Berg.

In fact, she liked her job change so much that she began to look for ways to move into the field, including convenient HR classes that would allow her to stay on the job.

"I researched different programs in Portland," says Berg, "and the Professional Development Center looked perfect for me."

In six months, Berg completed the certificate program, which she found to be stimulating, challenging, and rewarding in an unexpected way.

She found "a higher level of instructional engagement" among students as compared to her undergraduate studies, says Berg. Students were committed to learning and focused on getting the most out of the program. Likewise, professors held high expectations for students.

"For me," says Berg, "it worked out really well."

So well, that after she completed her certificate, Smith Freed & Eberhard promoted her to its top human resources post. ■ BY MELISSA STEINEGER

BUSINESS AS



Integrity of craftsmanship is defining a new way of doing business in Portland.

WRITTEN BY SU YIM

MEET CHARLES HEYING on campus and the urban studies professor can quickly turn into an unofficial tour guide for “made in Portland.”

He may take you to Langlitz Leathers, where employees create jackets for Bruce Springsteen; to Hopworks Urban Brewery for an organic handcrafted beer; to Renovo Hardwood Bicycles for frames made out of Oregon wood. All locally owned, all dedicated to quality products, these businesses exemplify a growing economic and lifestyle trend in Portland toward an “artisan economy,” a term coined in *Brew to Bikes: Portland's Artisan Economy*, written by Heying, his urban studies students, and local urban planners.

Rather than striving to get bigger and to maximize profits in order to consume

more products, the artisan economy is built on different values, says Heying. The book—published in 2010 by Ooligan Press, the University's own artisan press—is based on interviews with 118 artisans across Portland's four signature sectors: brew, food, fashion,

and bikes. It defines artisanship as a movement that challenges “the tyranny of work and consumption,” focusing



Hopworks Urban Brewery was established about 25 years after the first craft breweries opened in Portland, and there are enough thirsty customers for all. Photo by Tim LaBarge.

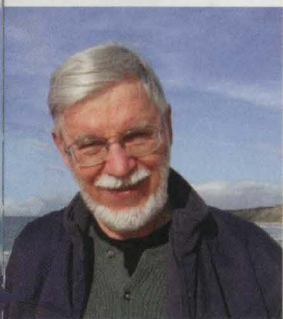
instead on the integrity of craft, simplicity, people, and place.

In this world, the mark of success doesn't rest solely on the bottom line, but on the quality of the product. For Ben Davis, co-founder and owner of Grand Central Baking Company, it was all about the perfect loaf of bread when he opened a small café on Southeast Hawthorne in 1993. Consumers, literally, ate it up and can now buy the perfect loaf at the bakery's six locations. Despite his success, Davis has no plans to expand outside the city limits where

maintaining quality control would be more difficult.

THE ARTISAN AESTHETIC draws innovators to Portland who are passionate about their interests, says Heying. “Work is a vocation for them.”

For David King of King Basses, building electric bass guitars is more than just work. “It's like being a monk—you commit to it and you don't have any way out once you're in,” he says. Ristretto Roasters founder Din Johnson, who turned his hobby into a business in



Professor Charles Heying



ABOVE LEFT: Bullseye Glass Company is the epicenter of Portland's kiln-formed glass industry. Photo by Jerome Hart and courtesy of Bullseye Glass.

ABOVE RIGHT: At least a dozen hatmakers call Portland home, but in her downtown studio, milliner Dayna Pinkham creates high-fashion hats sought nationwide. Photo by Ruthanne Annaloro.

2005, is so dedicated to the art of coffee that he offers regular tastings where customers can sip coffee samples side by side, much like wine tastings.

Artisan businesses have found a welcome home in Portland due to its relatively low start-up costs, still-cheap rents, and a consumer base that shares similar values. Affordability and access to hops are part of what has made Portland, with its 38 microbreweries, home to the largest per capita concentration of microbrew establishments for any metro area worldwide.

Focusing intensely on locally sourced, artisan products has apparently left Portland ripe for humor. The city's love for all things local hit pop culture this year in *Portlandia*, an IFC comedy series. One skit gently mocks earnest "locavores" who not only want to know if the chicken on the menu is free range, but how and where it lived.

TO THOSE who would scoff at the long-term economic viability of artisan vocations, Heying has a ready answer. The so-called real economy? These days, that looks like 10 percent unemployment and mega-corporations outsourcing jobs overseas.

As Heying asks, "How sustainable is that economy?"

Plus, a locally based economy doesn't have to be a closed loop shut off from the increasingly globalized market, Heying says. Thanks to the Internet, local goods made by small businesses can find customers and distributors anywhere. Chris King Precision Components, which makes bicycle parts, has built an international clientele through its website.

There's no way to tell how the 21st-century artisan world will evolve. Heying is quick to acknowledge that the industrial economy isn't disappearing. However, he sees immense potential in these still-early steps toward an alternate economy. The book is "a manifesto for the artisan economy as a path of resistance in a globalizing world," he writes. "Something is happening here. The evidence cannot be ignored." ■

Su Yim, a graduate assistant in the PSU Office of University Communications, wrote "Operation: Go to School" in the winter 2011 Portland State Magazine.



Art as the fashion business

Thanks to a community of independent designers, the home of fleece has become known as a haven for fashion. Portland didn't start as a sister to the glitz of New York or Paris, but over time, designers here have made their mark in the high-end fashion world.




In the book *Brew to Bikes: Portland's Artisan Economy*, student writers found that the city is supporting 90 local designers and 26 retail shops selling their wares. And Portland now has a national reputation for top design: three of the eight-season winners of *Project Runway*, a fashion-based reality TV show on Lifetime, are from Portland.

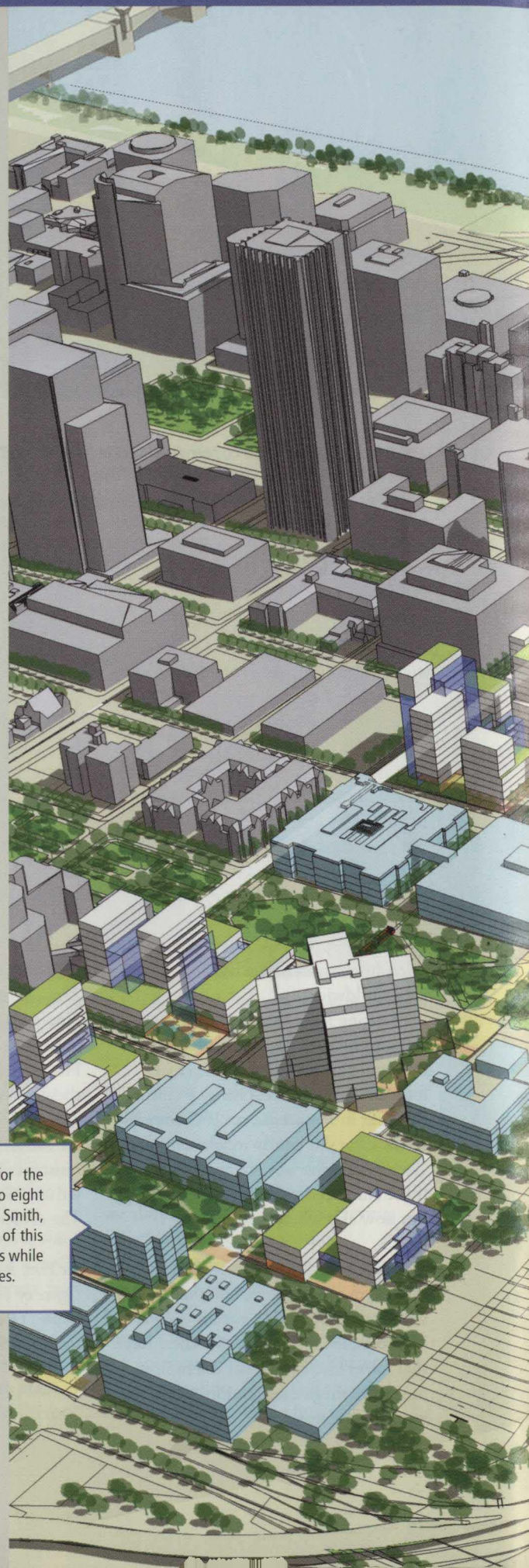
PREPARED FOR GROWTH

Over the next 25 years, students will have more classrooms, laboratories, and living space, furthering the University's goal of producing a highly educated workforce with an ingrained cultural commitment to sustainability.

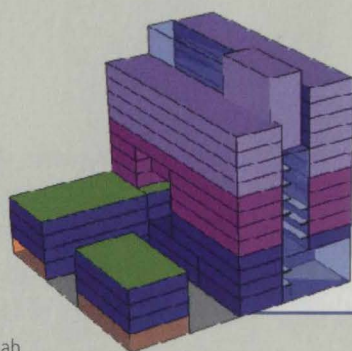
This is the vision behind Portland State's University District Framework Plan, which expands PSU as a learning laboratory for urban sustainability in a mix of public and private spaces. Growth is a dominant aspect of the plan—needed to provide space for 10,000 to 20,000 additional students expected over the next several decades. Partnerships with neighboring institutions, agencies, and businesses are the way it will come to fruition.

The University District Framework Plan calls for the addition of 7.1 million square feet—equivalent to eight times the square footage of Lincoln, Cramer, Smith, Neuberger, and Shattuck halls. Remarkably, much of this additional space is proposed through in-fill projects while 40 percent of it will be set aside for new businesses.

-  Existing University Buildings
-  Future Development
-  University District Boundary



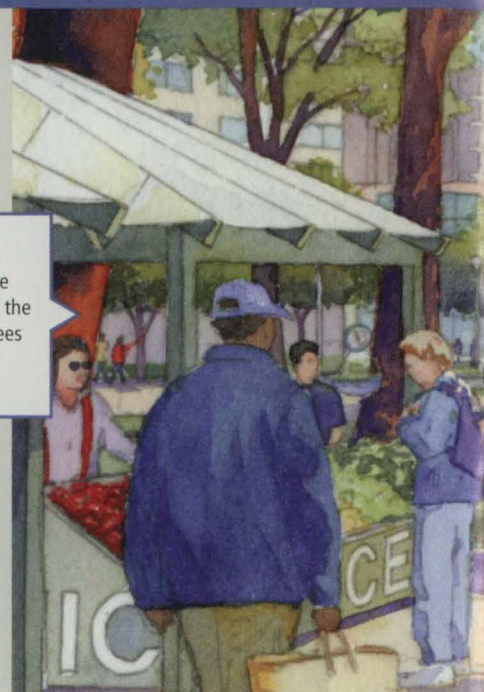




- Office/Lab
- Research/Office
- Academic
- Active Space/Retail
- Green Roof

MIXED USE

Buildings along the Park Blocks will have more research, classroom, and office space, helping the state meet its goal of putting bachelor's degrees in the hands of 40 percent of Oregonians.



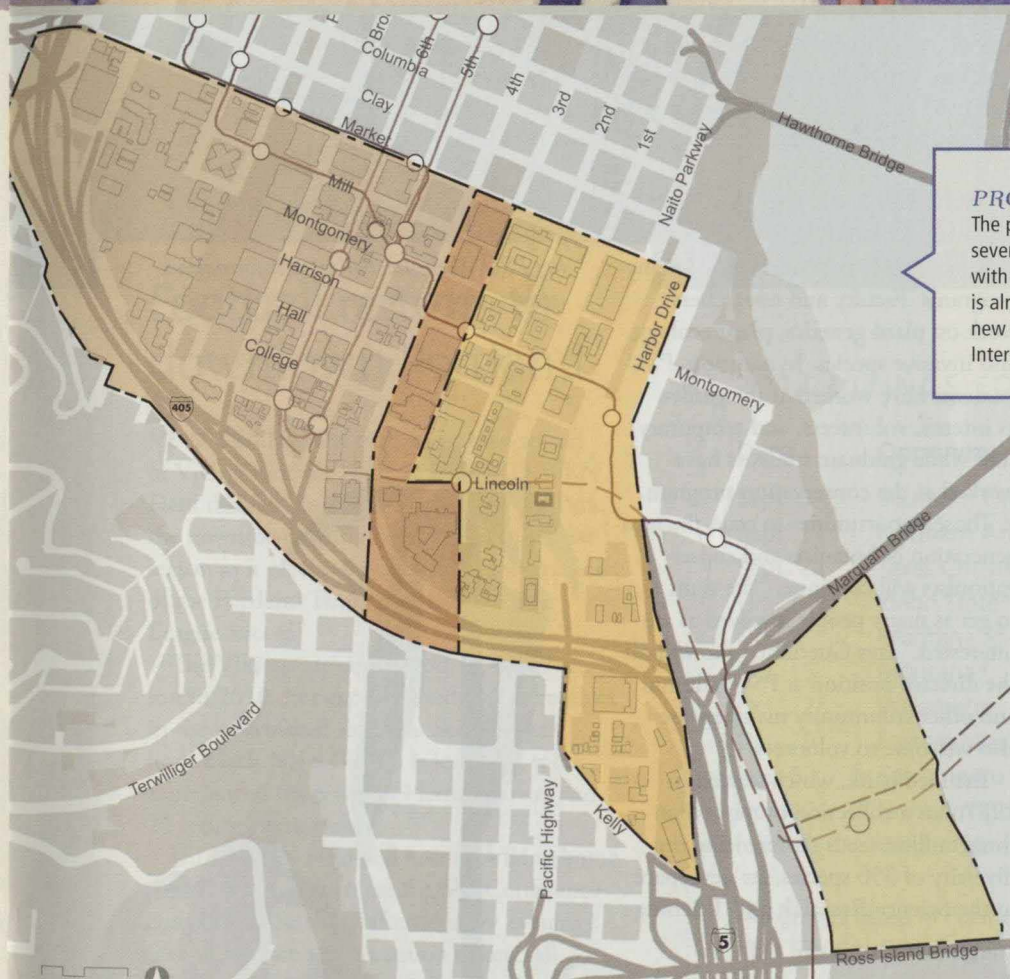
COLLEGE STATION

Construction has started on the almost 1,000-bed College Station residence hall at Southwest Fifth and College, and is scheduled for completion in summer 2012. The University is planning even more housing in the hopes of someday offering the choice of on-campus living to 25 percent of the student body.

COLLABORATIVE LIFE SCIENCE BUILDING

PSU chemistry and biology programs will move to Oregon Health & Science University's Collaborative Life Science Building, which breaks ground in October on the South Waterfront. The building will be home to health-related research and educational partnerships.





PROPOSED UNIVERSITY DISTRICT BOUNDARY

The plan proposes expanding the University District a block east and several blocks south to accommodate the four acres PSU acquired with the purchase of the downtown DoubleTree Hotel in 2004. PSU is already partnering with Oregon Health & Science University on a new Collaborative Life Science Building, breaking ground this year in Interest Area B.

- Existing University District
- Proposed Expanded University District
- Area of Interest A
(Mixed Use-Private and/or Private/University Partnership)
- Area of Interest B
(OHSU Partnership Opportunities on South Waterfront)

PREPARED FOR GROWTH

Transplanting a dream

MORE THAN 70 years ago, Rae Selling Berry's personal passion for the exceptional sparked a legacy that Portland State is proud to carry on today.

An unabashed plant lover, Berry transformed the grounds of her southwest Portland home into an internationally renowned private collection of rare plants. Her garden ultimately became the Berry Botanic Garden, featuring education and research programs as well as one of the first seed banks of its kind in the country.

This year, the Rae Selling Berry Seed Bank and Plant Conservation Program moves to PSU, which will further expand the collection and operations. The garden itself closed in 2010, a casualty of the stubborn recession. After considering many options for its future, the garden's board chose PSU to continue what has become its most crucial work: conservation.

"Reestablishing the seed bank at Portland State will allow Mrs. Berry's legacy to take the world stage at an institution with an international reputation for its research and practice in sustainability," says Dawn Kropp, Berry Botanic Garden board chair. "With the growing threat of climate change to native plants in the Pacific Northwest and around the world, I can't imagine a more important opportunity."

Seed banks act as time capsules to preserve and protect species. The Berry seed

bank was one of the first in the country specifically dedicated to preserving threatened and endangered species in the Pacific Northwest, says conservation director Ed Guerrant.

That work will continue at PSU, thanks to \$1.8 million in donations, which creates a seed bank and laboratory on campus, endows the director position, and funds the Gilbert and Laurie Meigs Conservation Education Endowment Scholarship.

PARTNERING with the Berry Botanic Garden is a natural fit for PSU, where sustainability is the backbone of many programs. Faculty and researchers work on plant genetics, plant ecology, and invasive species. In addition, PSU students have worked at the garden as interns, volunteers, and temporary staff while graduate students have worked at the conservation program.

Those opportunities to train the next generation of botanists and conservationists will continue. "We want to get as many people involved as are interested," says Guerrant, who will fill the director position at PSU. Alumni and other community members are also welcome to volunteer.

The seed bank, which started in 1987, has a collection of more than three million seeds representing the diversity of 350 species. Its new space in the Science Research and Teaching

Center (formerly known as Science Building 2) quadruples its current capacity.

Although the garden is no longer open to the public, the passion that fueled it for decades remains in the community. As it was transitioning the program to PSU, the Berry board raised \$100,000 from nearly 200 donors to help fund the move.

A special reception for the opening of the Science Research and Teaching Center, including the seed bank and conservation program, will take place October 21 during PSU Weekend. For more information, see pdx.edu/clas. ■



The Western Lily (*Lilium occidentale*) is one of the endangered plant species in the Rae Selling Berry Seed Bank which has moved to Portland State. Painting by Catherine Watters.

JELD-WEN FIELD JW

UPCOMING EVENTS		PORTLAND TIMBERS		AUGUST 14	
JULY 30	TORONTO	VS INDEPENDIENTE	JULY 26 8PM GATES OPEN AT 6:30 PM PINK GLOVE NIGHT PRESENTED BY PROVIDENCE	PROVIDENCE BRIDGE	PEDAL
AUGUST 3	LA GALAXY			JOIN THE TIMBERS	SEASON TICKET
AUGUST 20	VANCOUVER			WAITING LIST	TODAY

The Vikings' home stadium is the refurbished JELD-WEN Field on Southwest 18th and Morrison.

Football returns to downtown Portland

NEW SEATS, new turf, and a new season of Viking football await fans at JELD-WEN Field this fall. Formerly known as PGE Park, the downtown sports facility was closed last season as it received a face-lift in anticipation of the Portland Timbers' move to Major League Soccer.

The Vikings are coming off a 2-9/1-7 season in 2010, but expect to redeem themselves in the refurbished stadium. Second-year head coach Nigel Burton is leading a more experienced team with 49 letterwinners and 21 returning starters.

JELD-WEN Field will host six Viking home games, four of which are Big Sky Conference contests, on Saturday afternoons or evenings. It's not too late to get a season ticket: call 503-725-3307 or visit GoViks.com. ■

2011 VIKINGS FOOTBALL SCHEDULE

Date	Opponent	Location	Time
Sept. 3	Southern Oregon	JELD-WEN Field	1:05 p.m.
Sept. 17	Northern Arizona*	JELD-WEN Field	5:05 p.m.
Sept. 24	Texas Christian	Fort Worth, Texas	11:05 a.m.
Oct. 1	Idaho State*	Pocatello, Idaho	12:30 p.m.
Oct. 8	Montana State*	JELD-WEN Field	1:05 p.m.
Oct. 15	Montana*	Missoula, Mont.	12:05 p.m.
Oct. 22	Willamette	JELD-WEN Field	5:05 p.m.
Oct. 29	Eastern Washington*	Cheney, Wash.	1:05 p.m.
Nov. 5	Sacramento State*	JELD-WEN Field	1:05 p.m.
Nov. 12	Northern Colorado*	Greeley, Colo.	11:05 p.m.
Nov. 19	Weber State*	JELD-WEN Field	1:05 p.m.

All games listed in Pacific time

*Big Sky Conference game

GET ALL OF THE LATEST sports news at www.GoViks.com. Game stories, statistics, schedules, and much more are available and updated daily. You can also hear and/or see game broadcasts. Buy season and single game tickets online at www.GoViks.com or call 1-888-VIK-TIKS or 503-725-3307.

Alumni



Through the efforts of now retired alumni director Pat Squire MPA '95, the Simon Benson House was moved to campus in 2000 and lovingly restored.

Longtime director retires

THE SIMON BENSON HOUSE, the stately Queen Anne on the corner of Southwest Park and Montgomery, looks like it has always been there while Portland State spread out around it. But in 2000, the century-old house was picked up and moved to campus from a few blocks away, then painstakingly restored into a home for the Alumni Association.

None of that would have happened without the efforts of recently retired alumni director Pat Squire, who took care of the details once community activist Gretchen Miller Kafoury MPA '00 got the house rolling, so to speak. Those details included recovery of the house's 12 stained-glass windows that were stolen close to the move date. Squire received a tip on the whereabouts of some of the windows, which she passed on to the police. The tip led to a stash of windows found behind newly installed wallboard in an antique shop basement. All were eventually recovered.

Since Squire first came to campus as alumni director in 1989, she has seen the number of PSU alumni increase from 45,000 to 130,000. She joined the ranks herself when professor Craig Shinn "made me excited about the Public Administration program," says Squire, who earned an MPA in 1995.

Keeping Portland State and Vanport alumni connected to the University has been her goal for the past two decades. Squire started PSU Weekend, which returns Oct. 21-23 with free lectures and reunions. She also started a successful travel program for alumni and a spring awards program that recognizes graduates who have made a difference in the community and at PSU. Many of the award winners have been active in PSU Advocates, a program that Squire helped launch to connect alumni to their legislators. In the mid-1990s, advocates exerted pressure for funding of the PSU Urban Center Build-

ing and Plaza and successfully campaigned to keep engineering programs at the University.

Now that she is retired, Squire has "long-awaited" plans to travel with her husband, Fred, but she will likely return to campus this winter.

"I truly am a believer in life-long learning," says Squire, "and my first activities with PSU will be to take advantage of the Senior Adult Learning Center and enroll for free in some interesting classes."

Board of Directors transitions

Dave Keys '81, MBA '92, executive vice president at Norris & Stevens in Portland, is the newly elected president of the PSU Alumni Board of Directors, taking office on July 1, 2011. Joining him are vice president Christopher Cooper MBA '06, project manager with The Standard; treasurer Aubré Dickson '98, acquisitions manager with National Equity Fund, Inc; and board secretary Kendal McDonald MA '02, archeologist with Applied Archaeological Research, Inc.

Newly elected board members are Leila Aman '99, development project manager with Metro, and Kelly Hossaini '90, MURP '93, an attorney with Miller Nash.

The Association extends thanks to retiring board officers Behzad Hosseini '96, MBA '97, president; Gina Leon '95, treasurer; and Rick Watson MBA '00, investment chair. Other board members retiring are Gary Barth '86, Steve Brannan '57, Eric Graham '87, Linda Hamilton '90, and Karen McCarty '06.

You're all members!

THE PSU ALUMNI Association Board of Directors has voted to create a new, all-inclusive membership program. We are proud to announce that we now recognize all Portland State alumni as Association members—no dues required.

Alumni participation is vital to the continued success of Portland State and its students. You are our best ambassadors in the arts, civic, business, and government communities, and vibrant communities are the cornerstones of a world-class institution.

There are many important reasons we have moved to an all-inclusive alumni association, but here are the top three:

1. Strength in numbers. When more alumni actively participate in the Alumni Association, you help us set the standard for a leading urban university. There are now more than 130,000 Portland State alumni worldwide!
2. Elevated support for PSU. Alumni membership dues were not tax-deductible contributions to Portland State. Now, when you make an annual gift to PSU, your investment is a tax-deductible contribution to the Fund for PSU. Your gifts provide scholarships for students, improve classrooms and labs, and strengthen academic programs. As an alumni, you know how important it is to show your support.

3. More engagement opportunities. When all alumni are members, we can focus on creating more valuable opportunities for you to engage with Portland State and with one another. Soon we'll be launching a new and robust online community, which will let you choose how you'd like to stay connected with PSU, help you participate in career networking, find "lost" alumni friends, make event registration easy, and much more!

MAKE YOUR COMPLIMENTARY

PSU Alumni Association membership official and request your alumni card today! Simply visit alumni.pdx.edu/membership to request your new alumni card. Or, use your smartphone QR Code reader to be directed to our website:



To download the QR code reader, visit get.beetagg.com with your phone's web browser. Your phone model will be detected automatically.

To the thousands of alumni who have been dues-paying members of the PSU Alumni Association, especially our Life Members, we want to show our sincere gratitude. Life Members will always be recognized as PSUAA Sustaining Life Members in recognition of their outstanding support. ■

Serving PSU and our community together

"Let Knowledge Serve the City." You may have noticed this motto of the University proudly gracing the pedestrian bridge over Southwest Broadway. What does it mean to you? It means a number of things to me, and in fact that message has taken on new significance now that I am president of the PSU Alumni Association (PSUAA). To me, the motto offers hope that you will use the knowledge and education you have struggled to acquire to serve not only the city, but also your family, friends, neighborhood, country, and the world at large.

The University continues to serve you as alumni, and I also invite you to consider supporting and serving Portland State as well. How? Attend a concert, play, or opera by the School of Fine and Performing Arts. Mentor an undergraduate student. Come to the campus and listen to a visiting lecturer. Attend PSU Weekend. Cheer on your favorite athletic team at one of its games. Support the Fund for PSU. Whatever you do, let your PSU degree keep serving you by being involved with your campus. The more you maintain your ties to the University, the more value will be added to your diploma. And, did you know that as a Portland State graduate, you automatically become a member of the PSU Alumni Association?

A great place to get information on the many activities occurring at Portland State, is our website at pdx.edu/alumni. On behalf of the PSUAA, we hope that we'll get to meet you soon. Until then, "Go Viks!"

Dave Keys '81, MBA '92
Alumni Association President





2011 OUTSTANDING INTERNATIONAL ALUMNUS

ANDRE CRAAN '69, MS '71

Guarding against toxic products

An immigrant from Haiti, Andre Craan has become a protector of the Canadian people. The internationally known scientist lives in Ottawa and works as a scientific evaluator for Health Canada, where he focuses on toxicology in consumer products and their impact on human health and healing. Craan is also a sought-after speaker with academic credentials in his original and adopted homelands as well as the United States.

One of Craan's proudest professional achievements came when he helped push for the successful 1998 recall of soft vinyl teethingers and rattles containing an unacceptable amount of a toxic plasticizer. Experts feared that small children who sucked or chewed on the products for more than three hours a day would later develop liver enlargement or scarring of the kidneys.

Craan first came to Portland State on a scholarship from the International Institute of Education of the United Nations. He credits a number of faculty members for guiding him through his career. History professor Charles White, now emeritus, invited Craan to live in his home. The late Dick Forbes taught Biology Principles, about which Craan remembers a particular lesson that was "critical to my career path in biomedical research and regulatory science," he says.

Today Craan's expertise is in ensuring the safety of consumer products, from pharmaceuticals to toys, while navigating the complex world of product regulations and government processes.

1960-1969

Roger Capps '60 spent three weeks in southern Bavaria, Germany, this past spring bicycling with his wife, Jan. They have been taking bicycle trips to Europe every summer since he retired as an elementary school principal in 1997. Capps writes, "Germany is a country filled with beautiful bicycle trails with each region having its own distinctive beauty."

Roy Ludlow '61 has been awarded the Doctorate of Biblical Studies in Biblical Counseling from Master's International Divinity School in Evansville, Indiana. He also received the Outstanding Graduate Award in recognition of academic excellence. Ludlow is currently enrolled in a PhD program in biblical counseling with the Master's Theological Research Institute.

Rosalie Grafe '64, MA '07 is publishing the third book from her Quaker Abbey Press publishing house in Portland. Her first book was a memoir by the late PSU professor Carl Dahlstrom, titled *Sent to Hell from Ann Arbor: A College Student's World War One*, 2009. This year, she is publishing selections from Dahlstrom's 50-year collection of 9,000 quotes from his University classes.

Jim Wygant '64 has self-published *Confessions of a Lie Detector: Years of Theft, Sex, and Murder*, based upon his three decades of work as a polygraph examiner for defense attorneys. Wygant has also written two novels, *The Spy's Demise* and *Jessica's Tune* published by his Lycetta Press. He lives in Portland.

Sho Dozono '69 received the Corporate and Community Diversity Champion Award at the Portland General Electric Diversity Summit in April 2011. Dozono is the owner of Azumano Travel.

Jeanette Soby '69, MS '75 is an adjunct professor for Academic Exchange, an instructional strategy workshop organization in Portland.

1970-1979

Tom Gilles '70 is retired from United Airlines and now owns and operates Gilles Travel with his wife, Karon. The Gilles are also independent consultants for Montrose Travel and have booked cruises and trips all over the world. They live in Los Angeles, near the Hollywood sign, and enjoy coming to Portland for family and "great microbrews."

Don Maltase '70 was selected 2011 Investment Broker of the Year by the Commercial Association of Realtors of Oregon/SW Washington and the *Portland Business Journal*. Maltase is owner of Don Maltase Real Estate in Portland.

Tjerk "Jack" Dusseldorp '71 is president of the board of WorldSkills International, a membership association for vocational education and training agencies worldwide. A longtime leader in education and youth affairs in his native Australia, Dusseldorp is chair of the Dusseldorp Skills Forum, a nonprofit focused on developing the skills and personal effectiveness of young people in Australia. He lives in New South Wales and visited Portland State last spring.

Donelle Knudsen '71 is an administrative assistant for Petersen Hastings Investment Management in Kennewick, Washington. Knudsen is also a four-time finalist in Pacific Northwest Writers Association's literary contest in the memoir category. Her newest memoir, *Through the Tunnel of Love, a Mother's and Daughter's Journey with Anorexia*, was released in April 2011.

Send your news to:

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Portland OR 97207-0751

Douglas Soesbe '71, MA '76 has sold his fourth cable movie entitled *Look Again*, a thriller that is in production in Montreal with "V" actress Morena Baccarin.

Michael Houck MST '72 is the recipient of the 2011 Nohad A. Toulan Urban Pioneer Award for Public Service. Houck is executive director of the Urban Greenspaces Institute in Portland and has been a leader in urban park and greenspace issues for more than three decades.

Jerry Lee '72 has been awarded the Presidential Volunteer Service Award from the Obama administration. Lee was recognized for his work with Susan G. Komen Puget Sound Affiliate, and Seattle Children's Hospital, as well as numerous charities in the Puget Sound region.



Jerry Lee '72

Brian Cone '73 is the industrial project manager at Test America Laboratory in Beaverton and an avid car enthusiast. In 2010, Cone founded an Oregon chapter of the BMW Car Club of America. He is

also a member of the PDX Mini Club, a board member of the Sunriver Festival of Cars, and a steering committee member of the Portland Art Museum Allure of the Automobile Cars in the Park exhibit.

Arnold Wagner '73 is a power policy risk analyst for the Bonneville Power Administration, Department of Energy, in Portland. Wagner was awarded a 2011 Unsung Hero Award by BPA.

Marcia Mason '74 is vice president of human relations at Esterline Technologies Corporation, an aerospace manufacturing company in Bellevue, Washington.

Glen "Roger" Dorband '75 is a photographer and owner of Raven Studios Art in Astoria. His photographs are included in numerous private and corporate collections and the collection of the Portland Art Museum.

Rogers Smith '75, MBA '77 is a principal broker for Tchehr Corporation, a real estate brokerage firm in McMinnville.

Donna Wagner '75, MUS '78 is associate dean for academic affairs in the College of Health and Social Sciences at New Mexico State University in Las Cruces, New Mexico.

Dennis Goodyear '76 is assistant library director at Avila University in Kansas City, Missouri.

Janet Wright '76, MPA '99 is a transit program administrator with Columbia County in St. Helens. Wright lives in Portland with her husband, James.

Terry Cross MSW '77 was selected to receive the Legacy Award of the Robert F. Kennedy Children's Action Corps. Cross is founder and executive director of the National Indian Child Welfare Association in Portland. He is a past recipient of the PSU

Outstanding Alumni Award. He lives in Portland with his wife, **Jane Albertus MSW '86**.

Carol Wong '77 is a behavioral intervention consultant for Arata Creek School, a public school for students ages 6 to 18 with severe emotional and behavioral disorders located in Troutdale.

1980-1989

Larry Brant '81 was appointed chair of the Oregon State Bar's Tax Law Section for 2011-2012. Brant is chair of Garvey Schubert Barer's Tax and Benefits Practice Group in Portland and co-chair of the firm's Business Practice Group.

Keith Frutiger '81, '07, a retired U.S. postmaster, is attending classes at PSU and volunteering for University commencement activities. He writes, "PSU should be proud of their professors. Each one appears to be dedicated, smart, and ready to help any student who asks while being involved in some aspect of their area of expertise."

Steven Klein '81 was honored as the 2011 Industrial Broker of the Year Runner-Up by the Commercial Association of Realtors and *Portland Business Journal*. Klein is an industrial broker for Kidder Mathews in Portland.

Dale Buscho '82, MS '91 is retiring as a special education life skills teacher from Portland Public Schools. Buscho spent 10 years at Lane Middle School and 10 years at Franklin High School. He is married to **Karen Buscho MA '82**. Their daughter, Sarah, graduated from PSU in 2010.

Richard Carson '82 is interim city administrator for Cascade Locks. Carson is a senior associate for Citygate Associates, a

management consulting firm in Brush Prairie, Washington.

Rhonnda Parsons Edmiston '82 is a small business outreach manager for Howard S. Wright Construction in Portland. She also serves on the boards of the Hispanic Metropolitan Chamber of Commerce, Oregon Association of Minority Entrepreneurs, and the PSU Business Outreach Program.

Lew Scholl '82, MS '87, a retired storm water engineer, has started a new career as a photographer. He lives in Portland.

Keren Brown Wilson PhD '83 has been honored with the fourth annual Sy Award by the Multnomah County Citizen Involvement Committee. Wilson, who founded three assisted living companies, is recognized as the architect of a new way of providing long-term care in Oregon and around the country. Today, she is president of the Jessie E. Richardson Foundation, a private charitable organization dedicated to improving housing and services for older adults. Wilson is a past recipient of a PSU Outstanding Alumna Award.

Brian O'Connell '83, '99 is a professor of English as a second language at Dongbei Shifan Daxue – Northeast Normal University in Changchun, Jilin, China. O'Connell was an administrative assistant with the PSU Department of Admissions.

Carol White '83, a retired telecommunications marketer, and husband **Phillip '66**, a retired men's clothing store owner, wrote and published the book, *Live Your Road Trip Dream*, in 2004. Since then, they have been presenting seminars on the topic across the United States. When not traveling, the couple enjoys community activities in Wilsonville and spending time with their 10 grandchildren.



2011 DISTINGUISHED ALUMNA
ANGELA WYKOFF '72, MS '75, '80

A pioneer for women engineers

During her 24-year career as an energy engineer, Angela Wykoff overcame obstacles and proved her worth in a traditionally male field.

In her early days at Bonneville Power Administration, she applied for a field job working on electrical transmissions but was turned down. The reason? Women couldn't do the job because it required the ability to command a four-wheel drive vehicle. Her supervisor intervened and she got the position. Later, she remembers being one of only five female engineers at an international conference of 800.

Now retired, Wykoff has brought her drive and determination to Portland State as a frequent volunteer, including member, committee chair, and eventually president of the Alumni Association Board. As chair of the PSU Advocates, the lobbying arm of the Alumni Association, she helped the University obtain vital funding for several major campus infrastructure projects, including renovation of Lincoln Hall.

After serving on the presidential search committee, Wykoff made such an impression on President Wim Wiewel that he recruited her to join several other university-wide committees.

PSU connections run in Wykoff's family. Her husband, son, and daughter are graduates. Today, Wykoff continues to be involved with the University and currently serves on the busy City Club research committee.

Ra-ed Raslan '84 is a consultant civil engineer and director of the research and development department for the Central Directorate of Projects with the Ministry of Interior in Saudi Arabia.

Mark Clemons MUP '85 is the director of project development in the Portland office of design firm Group Mackenzie. He is married to **Mary Weber '83, MUP '88**.

Rebecca Washington '85, MPA '95 is the career services coordinator for Portland Community College's Cascade Campus. Washington received the 2010 American Association for Women in Community Colleges Excellence Award.

Barbara Basney MBA '86 was recognized with the 2011 Rising Star Graduate Alumni Award by the PSU School of Business Administration. Basney is vice president of global advertising at Xerox Corporation.

Michael Garey '86 is vice president of global administration and human resources for Nova-Solar Technologies, a company based in Fremont, California, that builds large-scale photovoltaic power plants. Garey is part of a team establishing factory operations in Yangzhou, China.

Daniel Lenzen '86 is a principal member of Concept Entertainment, which owns and operates eight restaurants, bars, and nightclubs in the Portland area. This past year, Lenzen and his partners spent \$14 million renovating Grand Central Bowling. Lenzen has volunteered on various boards and committees, including the Portland Rose Festival Foundation, Chapter Housing Corp., Portland Central Precinct Advisory Committee, and the Old Town China Town Neighborhood Association.

Leroy Sloan '86 is now a licensed property and home inspector. He owns Aspen

Homes, a home building and inspection company based in Bend for the past 18 years.

Alona "Lonnie" Feather '87 created the painted glass walls on the first floor and third floor study areas of the Higher Education Center at Rogue Community College in Medford.

Teresa Hopman-Thurman '87, MS '96 was selected as one of the Oregon Outstanding Social Studies Educators of the Year by the Oregon Council for the Social Studies. She is an elementary teacher at Blossom Gulch Elementary in Coos Bay.

J. Greg Ness MBA '87 was honored with the 2011 Distinguished Graduate Alumni Award by the PSU School of Business Administration. Ness is the president and chief executive officer of StanCorp Financial Group, Inc., and Standard Insurance Company in Portland.

Dan Swift '87 is a senior director at the commercial real estate brokerage firm Cushman & Wakefield in Portland, where he was honored as the number one overall producer and top office broker in both 2009 and 2010. Swift has also served on the budget and design review boards for the city of Happy Valley.



Dan Swift '87

Marilyn Turner MT '87 is a senior manager in Compensation and Benefits Consulting with Grant Thornton, a global accounting, tax and advisory organization, in Portland.

Tim Miller '88 is a vice president and relationship manager for the Commercial Banking Group for US Bank in Portland. Miller provides lending and relationship management to private and public companies with annual revenue in excess of \$40 million. He lives with his wife and four children in Vancouver, Washington, where they enjoy swimming, tennis, and golf. He is active in his church and serves on the board of the Legacy Salmon Creek Hospital Foundation.

Philip "Buzz" Poleson '88 teaches mathematics and physics at Portland Waldorf School in Milwaukie.

1990-1999

Bradley Arnston '90 is the president of Albina Fuel in Portland, a fourth-generation, family-owned company.

Kelly Hossaini '90, MURP '93 has been elected to the board of directors of the PSU Alumni Association. Hossaini is a partner with the Miller Nash law firm. She lives with her husband, Shahab, in Portland.

George Hughes '90 is a certified public accountant for Hoffman, Stewart & Schmidt in Lake Oswego. Hughes is an expert in federal and state energy tax credits. His article on *OSCPA Energy Credit* was published by the Oregon Society of Certified Public Accountants this year.

Josh Lohman '90 is a metal trader and industrial account manager at Alpert & Alpert Iron & Metal, Inc., in Los Angeles, California. He is married to **Jennifer MacGregor '95** and they have two boys.

Jo Smith '90 is a leadership coach and speaker in Portland.

Mohamed Al-Kadri PhD '91 is a senior research engineer with the California Department of Transportation. Al-Kadri was a visiting scholar at University of California – Berkeley, working on Intelligent Transportation Systems research. He is a founding member of the National ITS Architecture and an adjunct professor of systems science at the Department of Industrial and Systems Engineering at San Jose State University.

Dana Cofer '91 is the northwest director for Portland Energy Conservation, Inc. She lives in Portland with her husband, Steven.

Lucy Shipley '91 is the director of employee services in Human Resources at TriMet in Portland. Shipley is married to **Lane Shipley '92, MS '03**.

Wendy Crook Ryde '92, MA '97 has been assigned to the U.S. Embassy in Kuwait, where she will serve as consul general. Ryde joined the Foreign Service in 1999 and has served in Muscat, Oman; Budapest, Hungary; Port Louis, Mauritius; Mumbai, India; and Washington, D.C.

Kimberly Fischer '92 is the accounting and human resources assistant at The Allison Inn & Spa in Newberg.

Tim Mayfield '92 has been appointed global information technology client services manager for ESCO Corporation in Portland.

Lana Baldock '93 is a senior director and broker for the commercial real estate brokerage firm Cushman & Wakefield of Oregon, Inc., where she was honored as the number three overall producer for 2010.

Kim Fortuny MA '93 is an assistant professor of English and coordinator of the Erasmus Program with the Department of Western Languages and Literatures at Boğaziçi University

in Bebek, Istanbul, Turkey. Fortuny wrote *American Writers in Istanbul*, published by Syracuse University Press in 2009.

Celeste Trapp '93, '00 MBA is the founder and president of HairM and a partner at Y-Chrome barbershops in Portland. She is also a board member at Entrepreneurs' Organization.

Tia Vincent '93 is the sales manager for corporate hospitality and business development with the Portland Trailblazers.

Corey Averill '94 teaches strings, orchestra, and 11th-grade music history at Portland Waldorf School in Milwaukie. In addition, he is a professional cellist and operates a music performance business, Duo con Brio. Averill lives with his wife, Michelle, and a son and daughter.



Corey Averill '94

Janet Goldsmith MS '95 is a human resources manager for Intel Corporation. She lives in Portland.

Trey Maust '95 is co-president, chief executive officer, and a member of the board of directors of Lewis & Clark Bank. Maust also serves as vice-chairman of BancSource, chairman of the Oregon Banking Association's finance and investment committee, and member of the American Bankers Association Government Relations Council. He volunteers as a mentor for the PSU School of Business Administration.

Bobby Balachandran MS '96 is founder, chief executive officer, and president of Exterro Inc., a legal project management software company in Portland.

Mark Kemball MBA '96 is director of alumni relations at Oregon Health & Science University Foundation in Portland.

Terra Peach MEd '10 is enrolled in the college of law at University of Illinois in Champaign.

Cynthia Pemberton EdD '96 has been awarded a Fulbright Scholar Award to teach at the University of Malta, in Misida, Malta, for the 2011-12 academic year. Pemberton is an associate dean of the Idaho State University Graduate School and is a professor of educational leadership.

Hanif Fazal '97 is founder and Step Up program director for Open Meadow, an alternative middle and high school in north Portland. He is credited with increasing the school's yearly enrollment from 37 students to 300 students.

Heidi Olson '97 owns a Portland public relations firm that focuses on corporate speaking and awards programs for technology companies. She is married to **Tim Olson '94**, and they live in Tigard with their two sons.

Kellie VavRosky MBA '97 was named 2011 Chief Financial Officer of the Year for small private companies by the *Portland Business Journal*. VavRosky is the chief financial officer of VeriWave, Inc., a performance testing company for wireless data connections. The company is based in Beaverton.

Olga Lafayette '98 was selected for the *Portland Business Journal's* 2011 Forty under 40 list. Lafayette is president of Language Fusion, a language service provider in Portland.



2011 DISTINGUISHED ALUMNI SERVICE WINNER

AMBER FOWLER '98, MPA '00

Helping women Dress for Success

From Nike to the Trail Blazers, Amber Fowler made her mark in corporate marketing. But it's her work helping low-income women in Spokane, Wash., reinvent their lives that established her in the world of nonprofit entrepreneurship.

While at PSU, Fowler worked as the fund administrator for Spirit Mountain's Community Fund. Fowler cites one of her greatest achievements at Spirit Mountain as the creation of the Hatfield Fellowship, which places an individual in a Washington, D.C., congressional office representing the Pacific Northwest and its recognized native tribes.

Fowler was nearly 40 when she graduated from PSU, where she took a life-changing class in nonprofit management. She decided to challenge herself to recast her own life and future, and credits professor Ron Cease for increasing her interest in public service. After careful research—and equipped with her degree and instructor Kay Sohl's *The Oregon Nonprofit Corporation Handbook*—Fowler founded Dress for Success Inland Northwest in Spokane. She now works with 600 economically disadvantaged women through this international nonprofit. Her company recently was named "Rookie of the Year" by the national Dress for Success.

Fowler has also created the Amber Fowler Public Administration Scholarship for low-income and disadvantaged women in PSU's Public Administration program.

Torrey Nyborg '99 received the first earth science doctorate at Loma Linda University in Loma Linda, California. He also received the university's president's award for outstanding research and community service for his dissertation.

Leila Aman '99 has been elected to the PSU Alumni Association Board of Directors. Aman is a development project manager in the Transit Oriented Development Program at Metro, the Portland area's regional planning government. She lives in Portland with her husband, **Robert Glase '00**.

Greg Fredetta '99 is the principal and managing partner for Satumo Design, a company that provides website development to the legal industry in Portland.

Rebecca Horvat '99 is a controller for Ferguson Wellman Capitol Management, an investment advisory firm in Portland. She is also a board member for Marathon Education Partners, a Portland nonprofit that matches children to mentors who provide college funds and encouragement.

2000-2011

Krystin Bassist '00 is a real estate broker with Windermere Cronin and Caplan Realty Group in Portland. Bassist is a volunteer with the ALS Association Oregon and SW Washington chapter. She lives with her husband and two children in Portland.

Mark A. Holman MBA '00 is a compliance specialist for Bonneville Power Administration in Portland.

Lore Christopher MPA '01 was elected to her third term as mayor of Keizer. Christopher became the city's first female mayor in 2001. She also works as human resources director for

the Oregon Legislative Administration. Her daughter, **Alexis Diann Tate '04**, is also a PSU alumna.

Jesse Cornett '01, MPA '03 and his wife, Molly Aleshire, are owners of The Guild Public House, a pub on East Burnside in Portland.

Margaret "Meg" Kilmer MS '01 has been awarded the Les Adkins Award for Career Guidance Excellence for 2011. Kilmer is the college and career center director at Parkrose High School in Portland, where she has worked for more than 18 years.

Sunny Petit '01, MS '07 is the associate director for the Center for Women, Politics, and Policy at PSU and a recipient of the Tokyo Foundation's International Trade and Development Fellowship for research on women's political development in Turkey. She serves as acting chair of the Oregon Commission for Women. Petit lives in north Portland with her husband, **Peter Noordijk MS '06**, and their two children.

Sean Krug '02, MIM '07 is a logistics inventory planner and kaizen leader for Sanofi-Aventis, a pharmaceutical company in Tokyo, Japan.

Chad Ramberg '02 is general manager of FIX Auto Sunset in Portland. Ramberg has been working with auto shops across the country on the development of the Toyota Production System for auto body shops. He writes, "I have been able to advance the development for our shop in Portland based on the education that I received at PSU."

Daniel Tracy '02 is a founding partner of Northwest Imaging Analysts, a print and copier contract consulting firm in Portland. Tracy and his wife, Megan, have one son.

Kerry Finsand '03 is the "chief beer officer" of *Taplister.com*, a website on craft beers focused on the consumer.

Cathy Kaufmann MSW '03 is administrator of the Office of Client and Community Services and the Office of Healthy Kids for the Oregon Health Authority. Kaufmann has two young children.

Robert E. Lee '03, MPA '08 is president of the Pacific Association of Medical Equipment Services. He works as director of government affairs and health policy analysis for Care Medical. He also serves as a member of the steering committee for Oregon Small Business for Responsible Leadership.

Erin McCarty '03, MBA '06 is the director of marketing and business development at USAgencies Credit Union in Portland. McCarty enjoys skiing, kayaking, rafting and camping.

Josh Arnold MBA '04 has joined Navigant, a business consulting firm, as a senior consultant in energy in Verona, Wisconsin. He holds a law degree from Lewis & Clark and advanced LEED credentials in new building construction and building operations and maintenance.

Matthew Horner MPA '04 is an assistant general services officer serving in his first overseas assignment with the U.S. State Department at the American Embassy in Bridgetown, Barbados. Horner manages housing, travel, motor pool, warehouse and supply areas.

Mary Martinis '04 is an employee benefits consultant with The Heestand Company, an investment firm in Portland. Martinis serves on the young advisor team committee of the National Association of Insurance and Financial Advisors and is on the board of directors of

the Center for the Development of Social Finance.

Kimberly McClain '04 received a master's of education degree from Marylhurst University in Lake Oswego.

Sheryle Quinn '04, MEN '10 is an environmental engineer working for the Environmental Division of the Department of the Navy at the Washington Navy Yard in Washington, D.C. Quinn lives in Alexandria, Virginia, and enjoys visiting the area's extensive wetlands.

Nancy St. Germaine '04 is a senior property manager for Common Properties Management Cooperative, a company that she helped start in Minneapolis, Minnesota. St. Germaine also co-founded Portland Collective Housing.

Abeer Etefa PhD '05 is a regional public information officer for the World Food Program currently working on the Tunisia border, helping refugees as they flee Libya.

Lumnia Gershfield MED '05 is a certified educator and executive director of Future Boston Alliance, an online activist organization for Greater Boston. Gershfield is also a painter, specializing in portraiture, and a tour guide at the Institute of Contemporary Art in Boston.

Daniel Ryerson '05, MS '06 is a manager at McDonald Jacobs, an accounting and consulting firm in Portland.

Julie Staggs '05 is an English instructor at Al-Yamamah University in Riyadh, Saudi Arabia. She earned her master's in Teachers of English to Speakers of Other Languages from American University in Washington, D.C.

Sean Kolmer MPH '06 is the assistant health policy adviser to Oregon Gov. John

Kitzhaber. He lives with his wife, Carrie, and their two children in Tigard.

Jill Kuehler MS '06 is the executive director of The Friends of Zenger Farm, the education arm of the nonprofit Zenger Farm in southeast Portland. In addition, Kuehler is a director at large for the East Multnomah Soil and Water Conservation District in Portland.

Patricia "PJ" Pitts '06 is co-executive director and chief pharmacy officer for Medical Relief & Education, currently deployed in Haiti. Pitts works in post-disaster hospitals and health clinics and delivers public health education.

Jorge Quijano MS '06, PhD '10 is a postdoctoral researcher at University of Victoria in British Columbia. As a doctoral student at PSU, Quijano was awarded a Graduate Traineeship Award by the Office of Naval

Research to receive advanced training in ocean acoustics.

Graham Keavney '07 is chief executive officer and founder of itsybid.com, an online auction site. In addition, he is client manager at Turtle Island, Fiji, a 500-acre resort, and an independent sales consultant at Purple Cow Vineyards in Forest Grove.

Sharla Crawford '08, MED '09 is a social studies instructor with Access to Success, a diploma completion program with Helena School District and University of Montana - Helena.

Roberto Flores '08 is an account executive for group sales at Regence BlueCross BlueShield in Portland. Flores is also a member of the board of directors for the Hispanic Metropolitan Chamber in Portland.

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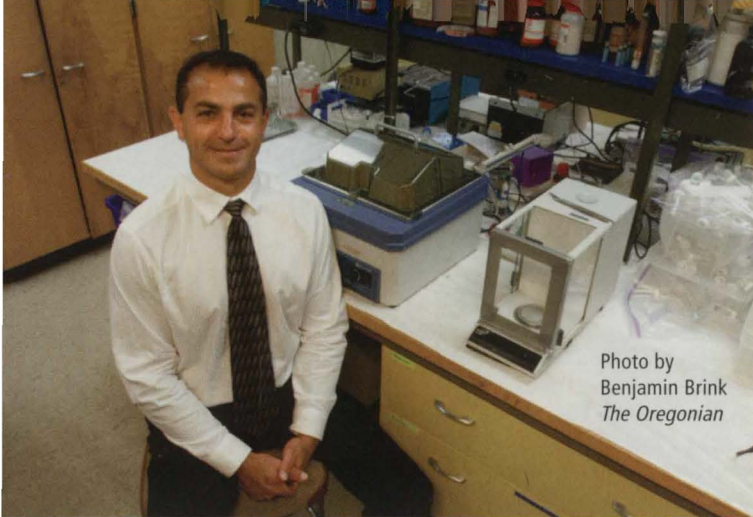


Photo by
Benjamin Brink
The Oregonian

2011 OUTSTANDING YOUNG ALUMNUS NABIL MISTKAWI PHD '10

Creating new technology

In February while visiting Intel in Hillsboro, President Barack Obama singled out engineer and PSU alumnus Nabil Mistkawi. The honor was appropriate. Mistkawi developed a process for the production of computer chips that has saved Intel millions of dollars, is better for the environment, and became the topic for his Ph.D. dissertation.

Mistkawi began his U.S. education at Chemeketa Community College (where he met his wife and improved his English). After finishing his undergraduate degree at University of Oregon with honors, Mistkawi received a letter from Intel saying that they wanted to talk to him about joining their research department. While he had considered going to medical school, the opportunity to work in research at a first-class company that would pay for his advanced education was irresistible.

Mistkawi developed the new production process in three days while simultaneously working at Intel, going to school at PSU, and raising three young daughters with his wife, who also works full time.

Mistkawi holds nine patents at Intel, and says he benefited greatly from his mentors, including Shankar Rananavare, his PSU adviser and now close personal friend.

"In my long career, I never had a student whose science led to creation of a major product that made new technology possible, and it is an environmentally friendly product that is in use today," says Rananavare.

George Ogden '08, MS '10 works in the Northwest Electromagnetics and Acoustics Research Laboratory at PSU. In a project with the Pacific Northwest National Laboratory, he will install a passive sonar array in the Willamette River to monitor ship traffic.

Matthew Steffan '08 has been hired as a civil designer by KPFF Consulting Engineering in Portland.

Maria Eldred '09 has been promoted to associate director for human resources at PSU.

Erin Fairbairn-Stammer MPA '09 is a credit analyst at US Bank Vendor Finance in Portland. She lives with her husband, Jay, and their four children in Portland.



Erin Fairbairn-Stammer
MPA '09

Nataliya Pirumova '09 has been accepted into the PhD program in Slavic languages and literatures at University of California-Los Angeles.

Monica Poveda MS '09 is a portfolio manager for Allen Capital Management, an Allen Trust Company in Portland.

Tracy Puhl '09 is the new owner of GladRags, a sustainable feminine hygiene product company in Portland.

Nicole Stein MPA '09 is vice president of community responsibility at Umpqua Bank. She oversees the bank's Connect Volunteer Network, which provides full-time employees with annual, paid time off so they can volunteer for nonprofit

youth or community organizations. In addition, Stein supervises the bank's community giving program with more than \$1.5 million in contributions and community scholarships. She is a member of the program committee for Grantmakers of Oregon and Southwest Washington.

Erin Watari MPA '09 is a program associate for the Japan – U.S. Teacher Exchange Program for Education for Sustainable Development with the Institute of International Education in Washington, D.C. Her father, **Norman Watari '72, '96**, and her mother, **Paula Nixon Watari '75**, also are PSU alumni.

Matthew Mulica MS '10 is president of the Center for Resolution, a private arbitration and mediation service company in Jackson, Wyoming. He is also an associate for the Keystone Center, a mediation, facilitation, and project management firm in Denver.

Amber Nyssen MBA '10 is director of a new facility in Pune, India, for Williams Controls, a truck parts manufacturer. Nyssen was honored as one of *Portland Business Journal's* 2011 Forty Under 40. She enjoys hiking, traveling, and all things food related.

Leah Spink '10 is a program coordinator for Marathon Education Partners, a Portland nonprofit that matches children with mentors who provide college funds and encouragement.

Tamara Timmons '10 is a medical student at University of Southern California in Los Angeles. Timmons is married to **Ted Timmons '10**, a software engineer.

Laila Umpleby MPA '10 is the development and communications director for the Make-A-Wish Foundation of Oregon. ■

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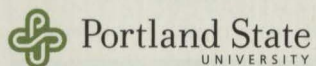
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